

English Homework on April 3th, 2024 on Billy Jensen's novel extract .

1) Billy Jensen is an American true crime investigate journalist and producer, focusing on unsolved crimes and missing persons. After several years of writing hundred of stories, he decided to try to solve the murders and find the missing himself. He wrote about this in the New York Times bestseller ***Chase darkness with me.***

2) The methods he employs are built from social networks utilisation :

_he posts videos or photographs of a person and asks users of the social network. These users are also solicited to share the questions with their friends ;

_the second part of the plan is geotargeting, i.e. identifying the location where he wants to share the photos or videos.

3) His methods differ from traditional methods for two reasons :

_the utilisation of social networks with thousands of followers ;

_he accepts to pay a social network as Facebook to boost the post ;
the more he pays, the more he reaches people.